

The BROAD AX

HEW TO THE LINE; LET THE CHIPS FALL WHERE THEY MAY

Vol. XV

CHICAGO, JANUARY 22, 1910.

No. 16

The Highest Water Mark

Was Reached in Afro-American Journalism.

BY THE PUBLICATION OF THE FOURTEENTH ANNIVERSARY EDITION OF THE BROAD AX.

MORE THAN HALF A TON OF AMERICAN HALF TONE PAPER COSTING 4½ CENTS PER POUND WAS USED IN CONNECTION WITH THE GREAT EDITION.

THE BEAUTIFUL HALF TONE CUTS WHICH IT CONTAINED WERE MADE BY THE LeBEAU ENGRAVING COMPANY.

JESSE BINGA THE ONLY AFRO-AMERICAN BANKER IN THE MIDDLE WEST SECURED TWO THOUSAND AND FIVE HUNDRED COPIES OF THE ISSUE OF JANUARY 1ST TO SEND TO ALL PARTS OF THE COUNTRY.

COMMENTS OF THE AFRO-AMERICAN PRESS ON THE BIG HOLIDAY EDITIONS AND THE BROAD AX IS PLACED AHEAD OF THE FREEMAN, INDIANAPOLIS, INDIANA AND ALONG BY THE SIDE OF THE NEW YORK AGE.

CONGRESSMAN WILLIAM SULZER AND OTHERS WRITE LETTERS PRAISING IT!

IT HAS BECOME THE GREATEST ADVERTISING MEDIUM AMONG THE AFRO-AMERICANS IN THIS SECTION OF THE COUNTRY AND FROM ON AND AFTER THIS DATE ITS ADVERTISING RATES WILL ADVANCE 25 PER CENT.

It is freely admitted by all intelligent readers—those who are capable of appreciating the true and the beautiful, that "The highest water mark was reached in Afro-American journalism, by the publication of the Fourteenth Anniversary Edition of The Broad Ax; that it was one of the greatest feats ever undertaken and successfully accomplished by an Afro-American publisher in any section of this country.

It must also be freely admitted that those who have no knowledge of newspaper work—those whose minds are so depraved that they think newspapers are no good unless they are full of dirt and filth, have not the slightest idea as to the cost and the great amount of labor involved in bringing forth an issue like the Fourteenth Anniversary Edition of The Broad Ax, no money, pains, nor expense was spared in connection with producing it, which has made it a thing of beauty, and a joy forever. More than three days were consumed in getting the forms ready for the press, and not one cut nor article was placed in them without our approval, for during those three days we stood right by the side of the "make up man" and watched every movement he made with our eagle eyes, every word and line of the more than one hundred thousand ems were carefully read over three times by us, so as to have the proof-reading, absolutely perfect, and from the beginning to the end of the whole reading matter and the fifteen columns of display advertising matter, was free from the slightest error of any kind, and it meant lots of hard work to successfully accomplish such a task.

More than half a ton of American half tone paper, costing 4½ cents per pound, was used in connection with the great edition and the paper was furnished by the Empire Paper Company, 70 to 74 Sherman street, almost three days were consumed in running it through the press—the press work on it could not be surpassed, and it and the other mechanical work was performed by Linden Bros., 420 Dearborn St., printers and linotype compositors and in every respect it was the finest and most artistic piece of work ever turned out by them.

The many beautiful half tone cuts which it contained of the best class of Afro-American men and women in

Chicago, were made by the Le Beau Engraving Company, 200 S. Clinton street, who have made cuts for us for the past ten years, and they are experts in their line of business.

Only about one thousand extra copies of the issue of December 25th, was run off, and they were snapped up like hot cakes at a bargain counter, and after the forms were off the press and we had concluded that we would not be compelled to work so hard again for another year, Jesse Binga, the only Afro-American banker in the middle-west, made up his mind that he wanted several thousand more copies of the Fourteenth Anniversary Edition of The Broad Ax, and in order to supply him with the two thousand and five hundred copies which were sent to all parts of the country, a second issue of the great edition had to be gotten out dated January 1, 1910, which contained the best and the only official account of the Great Charity Benefit Ball, given at the 7th Regiment Armory, on New Year's Evening, and it was four days ahead of its would-be rivals in acquainting the public with a minute description of that long to be remembered social event, and many people who think they know everything, not being accustomed to modern journalism, had the copy of their paper lying around the house for several days before they had sense enough to pick it up and read about the ball.

The following are some of the many comments of the Afro-American press on "The Big Holiday Editions," and The Broad Ax, is placed ahead of The Freeman, Indianapolis, Indiana, and along by the side of the New York Age.

The big Christmas editions:—The New York Age excelled all other weekly publications in its Christmas edition, which was in two sections, comprising 23 pages, illustrated with original drawings and photos. Music, stage and the sporting world were made special features. The Broad Ax was next in rank. It consisted mainly of write ups, and biographical sketches of prominent people of Chicago. The Freeman made no improvement whatever, but on the contrary, it did not reach the standard it set a year ago.—The Black City News, Memphis, Tenn.

The Chicago Broad Ax sends out its handsomest edition in celebrating its

fourteenth anniversary. We have been around the printing office now since 1888 and ought to know a printed page when we see one, and have pleasure in saying that The Broad Ax of December 25, as to quality, style and thought, really "takes the cake."—The Eye, Brooklyn, New York.

We have received a copy of the Fourteenth Anniversary edition of that peerless race champion, the Chicago Broad Ax. Brother Julius F. Taylor always gets out a fine paper, but this particular anniversary Ax is one of the best ever produced. It is finely printed, contains a number of illustrations that are worth while, and all in all, is one of the nicest looking papers we have seen in many a day. We could go on praising The Broad Ax and its editor, Mr. Taylor, but we will conclude by wishing them continued success. — The Pioneer Press, Martinsburg, W. Va.

On January 1st The (Chicago) Broad Ax published a special edition replete with good things and highly creditable to Mr. Julius F. Taylor, its publisher. Like The Detroit Informer, The Broad Ax "hews to the line, letting the chips fall where they may," and again like The Informer, it is the only paper in its city that has been regularly issued each week during the 14 years of its existence. There is a reason. The people tire of a continual dishing up of salve and soft soap in the midst of so much evil that surround them and the experience of these two papers as well as that of The Boston Guardian, The Brooklyn Eye, The Durham, (N. C.) Reformer, The Freeman, The (Cleveland) Gazette, The (Los Angeles) Age, The Afro-American Ledger, The Portland Advocate, The Pioneer Press and several other successful, sturdy and independent race defenders, is simple proof that the Afro-American is alive to his best interest and will support with his money a virile and efficient press in his progress up the hill to absolute equality, both commercial and political, in this great American republic. Here's wishing our esteemed contemporary, The Broad Ax, at least 14 years more of successful and effective work in the journalistic vineyard.—The Informer, Detroit, Mich.

With still looking backwards for a text, the "Chicago Broad Ax" has just issued its 14th illustrated anniversary edition, and, like all the writings and teachings of its veteran editor, Julius F. Taylor, sharp and pointed and printed on fine linen paper, and contains splendid reading matter. The Advocate congratulates Brother Taylor, and may The Broad Ax live long.—The Advocate, Portland, Oregon.

The usual holiday editions of sev-

eral of our exchanges were up to the standard this year. Among those worthy of our attention were The New York Age. The Indianapolis Freeman, The Detroit Leader and The Broad Ax, Chicago. These editions were profusely illustrated with half-tones and contained a deal of good news and rich editorial matter.—The Forum, Springfield, Ill.

The Christmas edition of The Broad Ax was exceptionally fine, and we wish to congratulate you, Bro. Taylor. 'Keep the good work up.—The Defender, Milwaukee, Wis.

Thanks! brethren, thanks! for so many kind expressions in behalf of The Fourteenth Anniversary Edition of The Broad Ax.

Congressman William Sulzer, of New York City, who is one of our warmest friends, and who has been a firm supporter of The Broad Ax for more than ten years, in the midst of his labors in Congress, found the time to pen us the following letter, which speaks for itself:

House of Representatives, Washington, D. C., Jan. 8, 1910.
Julius F. Taylor, Esq.,
Editor of "The Broad Ax,"
5038 Armour Ave., Chicago, Ill.

My Dear Mr. Taylor:
Just a line to congratulate you on the 14th anniversary number of "The Broad Ax," which I have read with much interest, and to wish you many happy returns and a successful and prosperous New Year.

With the compliments of the season, believe me,

Sincerely yours,

Wm. Sulzer.

Henry Goings, Shreveport, La., and Benjamin Hunter, Cincinnati, O., both regular subscribers to this paper and Emory Cooper, 3426 Dearborn street, also one of its loyal supporters, are among those who have written letters to us, loudly praising the Fourteenth Anniversary Edition of The Broad Ax.

T. B. Hall, dealer in gent's furnishings and also news agent at 11 West 29th street, who for many years has handled all the leading Afro-American newspapers throughout the country, states in a short note to us, "That the Fourteenth Anniversary Edition of The Broad Ax, from every point of view, far surpassed any of its former efforts in that direction and the other Afro-American publications."

The Broad Ax, has long since become the greatest advertising medium among the Afro-Americans in this section of the country, and with an unbroken record of passing through the Chicago postoffice once each week for ten years and a half without missing one single issue, and from on and after this date, its advertising rates will be advanced 25 per cent.



COL. JOHN I. MARTIN.

Sergeant-At-Arms, of the Democratic National Committee and president of the Missouri Club of Chicago.

WILLIAM T. VERNON

Registrar of the Treasury Will Soon be Retired from Office.

AND RETURN TO HIS LABORS AT THE WESTERN UNIVERSITY, QUINDARO, KANSAS.

AS A PREACHER POLITICIAN HE HAS ACCOMPLISHED MORE IN THE WAY OF ASSISTING TO ESTABLISH "JIM CROWISM" AND SEPERATE SCHOOLS IN THE SUNFLOWER STATE THAN ALL THE OTHER AGENCIES COMBINED.

A special correspondence from Washington states that: "Notwithstanding Bishop Grant's statement at the dinner of the local Business League that the interview of himself and Register Vernon with the president was satisfactory to both of us, it can be stated on excellent authority that the president has decided to appoint a successor to Mr. Vernon at the expiration of his term next June, and that Mr. Vernon knows of the president's intention."

The same correspondence states also that 'Vernon's declaration at the dinner of the Business League that he had determined that from henceforth he would 'stand up' for his people regardless of consequences," which, in view of his record in Kansas, is the greatest joke of the hour. It has been known for some time that politicians and others anxious to hurry on the closing doors of every regular established school in the state against Negroes were working to the end which is reported through the above correspondence. Vernon's return to his school at Quindaro, at about twice the salary he received before going to Washington, is but another chapter in a well planned drama—the star character of which is the betrayal, humiliation and suffering of a race of people at the hands of a selfish leader.

The influence of Western University at Quindaro with W. T. Vernon as president has contributed more to the "Jim Crowing" of the Negroes in Kansas and the final elimination of the race from every regular established school from the State University down than all other agencies combined.

Mr. Vernon has successfully made this institution the dumping ground for all political patronage accorded to Negroes in that state. It is through the expenditure of the state appropriation for the maintenance of

this school that Mr. Vernon keeps in tact the political machine among his coterie of followers. The "curb stone politician, the "preacher in politics," and unscrupulous newspaper grafters, all, alike, are fed political pie from the self-same trough. For this feed they are expected to get together once a year, or as often as his "majesty" thinks necessary to read and pass resolutions exploiting his greatness, and method of "reform." For a member of this coterie to advance in political prestige and worth depends largely upon his ability to inject Southern ideas that happens to be most appreciated by the new rebel citizenship of the state.

The fiscal agent of the Quindaro institution only a few years since hailed from the Carolinas; and notwithstanding the abundance of Negro intelligence to be found emanating from the state's best schools, the reasoning seemed to be that they were inoculated too much with the Northern spirit of independence and manhood, hence they were unceremoniously sidetracked and the "Southern Gentleman" was pressed into service.

The above is but a few of the many reasons which constitutes the cause of the unwelcome reception which will await Vernon's return.

The Mirror has never sought to burden its columns with the many shortcomings of the autocrat of Quindaro whose success has been at the expense of a suffering race, but in the wake of his proposed return and throughout his campaign for the Methodist Bishopric shall attempt to give some much needed information to his editorial friends in the East.—The National Mirror, Kansas City, Mo.

Brother Bailey, keep up your manly fight on William T. Vernon, and you will receive your reward bye and bye!—Editor.

S. A. T. WATKINS, SUPREME ATTORNEY FOR THE KNIGHTS OF PYTHIAS VISITED TUSKEGEE, ALABAMA ON HIS RECENT TOUR THROUGH THE SOUTH.

Thursday morning, S. A. T. Watkins, Supreme Attorney for the Knights of Pythias throughout the world, returned home from a tour through Louisiana, Alabama, Georgia, and Tennessee and from last Saturday evening until Monday morning, he was one of the honored guests of Prof. and Mrs. Booker T. Washington of Tuskegee Ala., and on Sunday evening while occupying a front seat in Memorial Chapel, he was introduced to the audience by Prof. Washington and he had the pleasure of addressing it.

Mr. Watkins met Prof. and Mrs. N. Clark Smith and their daughter at Tuskegee, where the professor is meeting with the most flattering success, as the chief instructor of the Tuskegee Band and they wish to be remembered to their many Chicago friends.

Mr. Watkins was very favorably impressed with what he beheld at Tuskegee and he is firmly convinced that that great industrial educational

institution is doing more than its part in order to improve and better the general condition of the Negro in the Southern States.

MISSOURI CLUB STARTS WITH MARTIN AS HEAD. Officers Named at Meeting Which Makes Tentative Plans for Future; Charter List Will Be Kept Open for Thirty Days.

The Missouri Club of Chicago was put into actual being last Saturday, when permanent officers were named at a meeting held at the offices of Colonel John I. Martin, 324 Hartford Building. The officers of the organization are: President, Colonel John I. Martin; Treasurer, Thomas H. Jordan; Secretary, Thomas F. Bashaw.

It was declared that there are more Missourians in Chicago than natives of any other single state, and the club should number thousands of persons high in business and official life. A woman's auxiliary was decided upon, and it was decided to hold the membership rolls open for thirty days for all wishing to be placed on the charter list. Plans for a big gathering this winter, with some prominent Missourians as the principal guest, were tentatively discussed, to be taken up again when the club is provided with a constitution and by-laws, for which a committee was named.